

## ABSTRACT OF THE DISCLOSURE

A sheet member holding apparatus which holds a winding direction end portion of a sheet member that is wound around a rotary body. Centrifugal force generated by rotation of the rotary body is efficiently utilized to hold the end portion securely and prevent looseness or the like of the sheet member, because the holding apparatus is designed such that the expression  $\{(\mu_1 + \mu_2) \times (L_2/L_1) \times m\} > c \times r \times t$  is satisfied.  $L_1$  is distance from a fulcrum to a clamp section,  $L_2$  is distance from the fulcrum to a center of gravity,  $m$  is mass of a plate of the apparatus per unit length in the rotary body's axial direction,  $t$  is thickness and  $c$  is density of the sheet member, and  $\mu_1$  and  $\mu_2$  are coefficients of friction between the sheet member and, respectively, the clamp section and the rotary body.